

Shaping the Future of Global Services

Opportunities for Latin America and the Caribbean

August 2025
Florianopolis, Brazil
CentroSul
Florianopolis Convention Center



ACATE

 International
TECH HUB



SEBRAE



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Tuesday, August 26, 2025

ALES Annual Forum

- 08.30 a 09.30 **Registration**
- 09.30 a 09.45 **Opening ceremony**
- **Paulo Bornhausen**, Secretary for International Articulation and Strategic Projects, Government of the State of Santa Catarina (TBC)
 - **Santiago Pinzón**, President, ALES, Colombia
 - **Diego Brites Ramos**, President, Santa Catarina Technology Association (TBC)
 - **Topázio Neto**, Mayor, City of Florianópolis (TBC)
 - **Rafael Leal**, Head of the Division of Science, Technology and Innovation, Ministry of Foreign Affairs of Brazil (TBC)
- 09.45 a 10.45 **Public Policy in Action: Incentives and Taxation for the Global Services Sector**
- Senior regional policymakers and experts will share key lessons and experiences in designing and implementing high-impact public policies for the global services sector. The discussion will focus on the most relevant incentive regimes—such as free zones, tax holidays, and sector-specific tax incentives—and explore how these tools are evolving in response to emerging global tax standards, including implementing the Global Minimum Tax. This panel offers a unique opportunity to examine the region's position in a new fiscal landscape and how countries balance competitiveness with global tax compliance.
- **Javier Giménez García**, Minister of Industry and Commerce, Paraguay (TBC)
 - **Úrsula Desilú León Chempén**, Minister of Foreign Trade and Tourism, Peru (TBC)
 - **Luis Alberto Jaramillo**, Minister of Production, Ecuador (TBC)
 - **Geraldo José Rodrigues Alckmin Filho**, Minister of Development, Industry, Trade, and Services, Brazil (TBC)
- Moderator: **Javier Peña Capobianco**, Secretary General, ALES
- 10.45 a 11.45 **Opportunities for global services in a context of worldwide uncertainty and tensions**
- The global services sector is one of the most dynamic segments of modern economies. It is characterized by its demand for highly skilled human capital, its resilience during crises, and its ability to promote gender inclusion. However, the sector is not immune to broader geopolitical and economic disruptions. Indirect effects from new tariffs on goods, ongoing trade tensions, armed conflicts, and increasing automation raise relevant questions about the future of global services. In this panel, international experts will discuss the emerging opportunities for the global services sector amid an increasingly complex and uncertain global environment.
- **Lucian Cernat**, Head of Global Regulatory Cooperation and International Procurement Negotiation, European Commission
 - **Martin Roy**, Counsellor, World Trade Organization
 - **Craig VanGrasstek**, Ph.D. Adjunct Lecturer in Public Policy John F. Kennedy School of Government Harvard University, USA (TBC)
 - **Mauricio Schorsch**, Director of Talent Amplifier LATAM, Salesforce, Brazil (TBC)
- Moderator: **Taiana Mora**, President, Service Coalition, Dominican Republic
- 11.45 a 12.15 **Coffee & networking**
- 12.15 a 13.15 **Technical perspectives: overcoming tax barriers in services trade**
- Latin America and the Caribbean have experienced steady growth in international service trade, driven by efforts to attract foreign direct investment and support

domestic companies. Tax policy plays a key role in these efforts, whether through exemptions, tax rates, or the complexity of national tax systems. Moreover, in many countries, corporate income taxes and value-added tax (VAT) pose significant challenges for firms involved in cross-border services. This panel brings together experts and practitioners to explore how these tax-related barriers impact the sector's development and share ideas on addressing them effectively.

- **Verónica Peña**, Tax Partner, BDO Ecuador
- **Fabio Salas**, Partner Tax & Legal, Deloitte Costa Rica
- **Lisandro Vieira**, CEO, WTM (Brazil)
- **María Noel Vidal**, Director of the Tax and Legal Department, PwC, Uruguay (TBC)
- **Luiz Guilherme de Medeiros Ferreira**, Head of IBM Brazil Tax Department (TBC)

Moderator: Rodrigo Martins, CEO, ITH

- 13.15 a 15.00 **Lunch**
- 15.00 a 19.00 **City Tour of Florianopolis**
- 19.30 a 23.00 **Internationalization Cocktail – “GT ACATE” at CIA Primavera**

Wednesday, August 27, 2025

ALES General Assembly

- 08.30 a 09.15 Welcome Breakfast at ACATE – CIA Primavera
- 09.15 a 09.30 Introduction of participants
- 09.15 a 09.30 Presentation of ALES activities in 2025
- 09.30 a 10.30 **Practical tools for companies:**
- 09.30 a 09.45 1) Tax system for trade in services
- 09.45 a 10.00 2) International Diploma in Global Services Export
- 10.00 a 10.15 3) Services Trade Statistics Manual
- 10.15 a 10:30 4) Regional Services Brand
- 10.30 a 10:45 5) Inclusive Global Services
- 10.45 a 11:00 Proposals and discussion of ideas to promote the sector in the region
- 11.00 a 12.30 **Election of authorities for the 2025–2027 term**
- 12.00 a 12.30 Drafting and signing of the official minutes
- 12.30 a 13.30 Lunch

Startup Summit

- 13.30 a 19.00 [Startup Summit](#) at CentroSul (*Free tickets available for participating ALES members*)
- 19.00 a 23.00 Happy hour and shows - Startup Summit - CentroSul (*organized by SEBRAE/ACATE*)

Thursday, August 28, 2025

Networking and Startup Summit

- 07.15 Transport to Itajaí
- 09.30 a 11.00 Visit to Elume Innovation Hub
- 11.30 a 13.30 Visit to WTM – Lunch with WTM & ITH

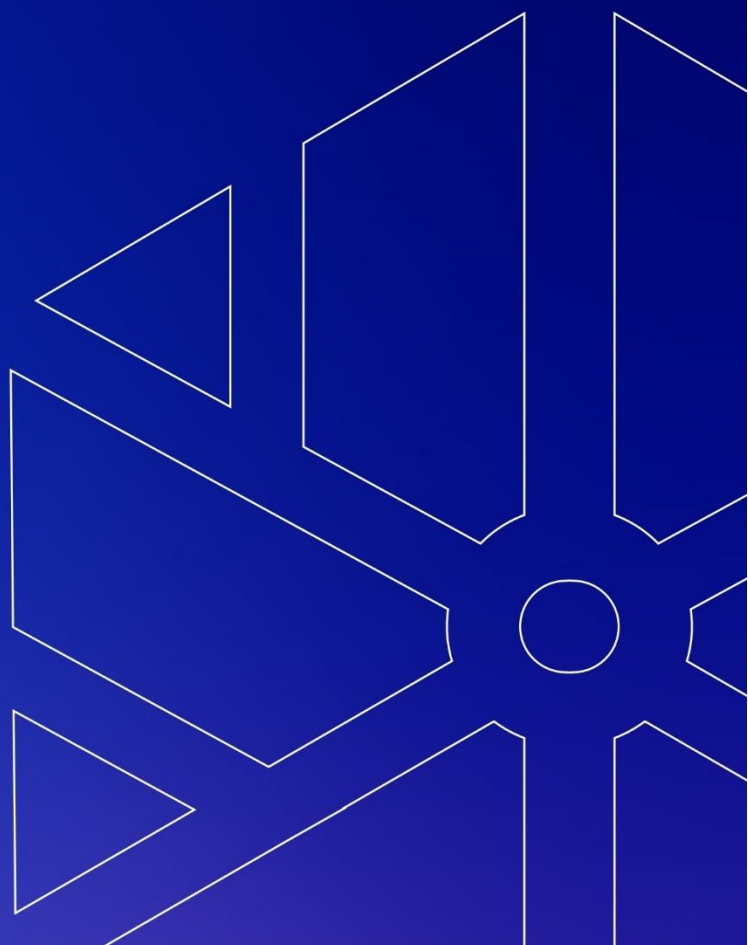
Startup Summit

- 13.30 a 19.00 [Startup Summit](#) at CentroSul (*Free tickets available for participating ALES members*)
- 19.00 a 23.00 Happy hour and shows - Startup Summit - CentroSul (*organized by SEBRAE/ACATE*)

Friday, August 29, 2025

Startup Summit

- 11.00 a 19.00 [Startup Summit](#) at CentroSul (*Free tickets available for participating ALES members*)
- 19.00 a 23.00 Happy hour and shows - Startup Summit - CentroSul (*organized by SEBRAE/ACATE*)



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